

I'm a detail-oriented cartographer, analyst and designer and I am passionate about creating visual stories. Whether on my own or working collaboratively, I enjoy finding creative solutions for all data visualization goals.

# VANESSA KNOPPKE-WETZEL

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## EXPERIENCE

### NATIONAL FISH AND WILDLIFE FOUNDATION, CARTOGRAPHER AND GRAPHIC DESIGNER: APRIL 2017 TO PRESENT

As the first cartographer at NFWF, I define NFWF map branding and bring more spatial data visualizations and graphics to NFWF products, as well as lead efforts to update and restructure NFWF's spatial database.

Additionally, I help to create publication materials for internal and external planning and information exchange.

### MACFADDEN FOR USAID/OFDA, GIS ANALYST: APRIL 2015 TO APRIL 2017

Project manager for South & Western African Nations. Provided geospatial services to USAID/OFDA's humanitarian work in the form of maps and graphics, spatial analysis and technical team projects. Projects included sudden onset taskers as well as long-term creations and updates, in print and on the web. Also rebranded OFDA maps.

### UW-MADISON CARTOGRAPHY LAB, PROJECT ASSISTANT: AUG 2013 TO MAY 2014

Served as project manager for multiple projects requiring geographic analysis and design needs of the UW-system, government agencies, authors and publishers as well as many commercial clients, in addition to any other regular Cartography Lab needs. Additionally, trained other cartographers as needed.

### INDEPENDENT CONTRACTOR, THE ASIA FOUNDATION: CARTOGRAPHIC DESIGN CONSULTANT: SEPTEMBER 2013

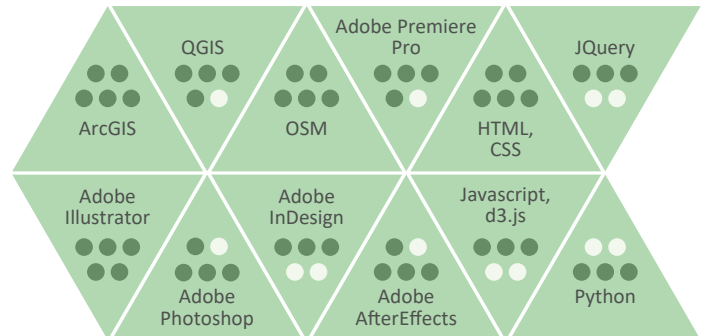
Served as a technical resource on ArcGIS software, spatial mapping tools and Production Cartography for the Asia Foundation during formal and informal working meetings with government, private sector, non-governmental leaders, and technical staff.

Restructured and standardized spatial data, taught city of Ulaanbaatar GIS Analysts a new design software (Adobe Illustrator), and redefined, structured and standardized design process from ArcMap to Illustrator, resulting in a streamlined and efficient process cartographic production of ~300 maps in ~10 days. The maps were created in time for the city's funding deadline, in order to help determine funding for improved urban services (such as sewage lines, trash pickup, street lighting) to the residents surrounding the city.

### UW-MADISON CARTOGRAPHY LAB, HISTORY OF CARTOGRAPHY PROJECT: APRIL 2012 TO MAY 2013

Served the geographic analysis and design needs of the UW-system, government agencies, authors and publishers, commercial clients, as well as provide complete graphic design services for print brochures and books, online maps and websites, and interactive map products. Also created maps, diagrams and infographics for the History of Cartography Project's 6th book volume

## TECHNICAL SKILLS



## RECENT ACTIVITIES

+ An editor for the upcoming Atlas of Design, Volume 5

+ #CreativeCarto founder - an online/off-line international community as a response to "I never have time to try out/learn/create X thing." See [www.creativecarto.github.io](http://www.creativecarto.github.io) to learn more.

+ 2018 NACIS Talk - Branding in Cartography: Discussed branding advice for maps based on experience doing so at two different large organizations, in addition to discussion when it is appropriate to break branding rules.

+ 2018 NACIS Talk - (A Woman's) Cartographic Perspective: Talked about subconscious/unconscious act of "othering" based on appearance, and how othering negatively affects women and minorities in tech/cartography not only via personal interactions, but also through social assumptions of "feminine" vs "masculine" in regards to the perception of specific words or concepts, and how this directly affects design and Cartography.

## AWARDS

- 2013 NACIS Narrative Interactive Map Winner:  
50 Years of Change: [www.50yearsofchange.com](http://www.50yearsofchange.com)

- 2011 Clarence W. Olmstead Award for  
Undergraduate Achievement in Cartography & GIS

- 2010 NACIS Interactive Map Winner:  
The Chernobyl Disaster:  
[vknoppkewetzel.github.io/chernobyl/ChernobylFinal\\_23.html](http://vknoppkewetzel.github.io/chernobyl/ChernobylFinal_23.html)

## EDUCATION

University Of Wisconsin-Madison, 2014  
Masters Of Science, Cartography and GIS

University Of Wisconsin-Madison, 2012  
Bachelor's Of Science, Bachelor's of Art  
- Geography with People/Environment Interactions Emphasis  
- Cartography and GIS  
- Spanish Linguistics